Colonial Apartment House to Be Built on Oregon and California Streets; El Paso Becoming Home City For

Dictator Davis Coming to Examine Sanitarium Site; Templars Elect Officers.

Colonial Apartment House to De Built on Oregonand God informis Sirveits; Plays on Security 1980.

Lodge to Examine Security 1980.

White with host a water and the colonial properties of the colonial properties

FOR ARIZONA BEING DRAWN

NOGALES WOMAN TO ERECT
BUILDING COSTING \$46,000
Nogales, Ariz, Jan 20.— A \$40,000
Nogales, Ariz, Jan 20.— A

Store Editorials

Spring, with its blossoms and its fragrance, its flowers and sunsunshine, will soon be with us. We shall want brighter, lighter things to wear them.

How many of you even suspect that most of these things are here

Announcing the Opening of The "Popular's" Women's Tailoring and Dressmaking Salons

Monday Morning, February First --- Second Floor ---

Illustration by Our Exclusive Artist

Madame---You Are Cordially Invited

To attend this first spring portrayal of Fashionable Fabrics and Modes attendant upon the opening of our New Women's Tailoring and Dressmaking salons.

We have been extremely fortunate in being able to secure the services of two artist designers of more than usual ability and versatility.

Mr. M. Lazeres, charge d'affaires women's tailoring. We might add that Mr. Lazeres has more than a national repute, having been for a number of years connected with the Redfern establishments in both London and Paris as well as in New York.

Mr. Lazeres will give his personal supervision in everything pertaining to Women's Tailoring. Mme. E. Allen, Gowns, Frocks and Dresses. In presenting Mme. Allen to our patrons, it is with the assurance that in her profession there are no superiors, and but few equals. With a wide European and Metropolitan experience, Mme. Allen is prepared to offer a service that has never been had in El Paso heretofore. The "Popular" extends a cordial welcome to our patrons to visit these fashion salons and consult with our designers; their knowledge and experience are entirely at your service. Among the new materials are the following:

For Suits

Spring weights in mannish materials, exclusive patterns suitable for tailoring. Chiffon Brond-cloths in all the newer shades; Gabardines, Co-vert Cloths, Whipcords, Serges: New Homespun Tweeds in grays and mixtures; Shepheol thecks in very small, medium, large and novelty plaids. Repps in the silent colors and staple shades. Black and white striped fabries in every desired size of stripe.

For Dresses

Kitty Cat Crepes, Embroidered and Warp-Printed Taffeta, Pussy Willow Taffeta, Crepe de hine, Moteor and Charmouse, Satin Marvelleaux, Gros de Londres, Silk Failles, Chiffon Tuffeta, Gince Tuffeta, Fancy Chiffon, Embroulered and Figured Crepes in novel effects, New Foulards, tte. These are shown in many beautiful new shodes and combinations that have captivated Fashion's devotees wherever shown.

Be Sure to See the Window Displays

Monday-We offer these two very remarkable values: black only; \$1.50 value

36 INCH SILK GABARDINE-89c 54 INCH WOOL TAFFETA-95c
A new fabric that is admirably suited for the new Heavy black silk Cabacdine, with a high lustrous 95c garments; garments; \$1.50 value

New Spring HATS

Offering remarkable values \$4.95

DRY GOODS CO.

Pictorial Review

Fashion Book is ready

dress which he delivered Friday before the convention of Electrical Raliway.

The save always maintained that the only way he which men could understand one another was by meeting one another, was the president. If I berst love all that I read in the newspapers I would not understand anybody. I have met many men whose horns droped away the moment I was permitted to extamine their Gartany with a good deal of cantidence that we are upon the eye of a new era of a new enderprise and of prosperity. Enterprise has been checked in this country for almost 20 years because men were moving amongst a maze of Interrogation points. They did not know what was going to happer in othern. All sorts of regulations were proposed a maze of the sort of regulations were proposed white sort of regulations were proposed with a sort of charges were being made against business as It hostwess was at fault, when most men knew that the great majority of business men were monest, were public spirited, were intended to get beaten because they have not the knowledges. Dock the bicklik they have not the knowledges they was read and other men, have; they will have to be employes; they will have to be comployed; they was read and constituted and the many were afraid because they few did not considered the same capacity that other men, have; they will have to be employed; they was not the knowledges they have not the knowledges they have not the knowledges they have not the knowledges they was not the same capacity that other men, have; they will have to be comployed; they were have not have not the same capacity that other men, have, they will have to be comployed; they will have to be used. We do not need to conceal from ourselves that

there are not varieties of capacities in the world. Some men have heads, but they are not particularly furnished.
"Rules of the Game."

"Rules of the Game."

Cites Freedom of Speech.

Cites Freedom of Speech.

Concluding with a reference to his belief in freedom of speech, the president said:

"I have been subjected to free speech myself and it is hard to endure sometimes, because the office of president neems to be the clearing house for original ideas. I am brought more original ideas. I am brought more original ideas, it is not not in the restor in the country, and therefore pay the penalty of freedom of speech."

\$10,000 DAMAGES ASKED

Asking personal damages of \$10,000 for injury to his health, R. M. Kenman has brought suit in the 41st district court against the El Paso & Southwestern and the Rock Island systems.

The plaintiff alleges that while traveling from St. Louis to El Paso he caught a cold on the companies' train because of an ones window.

Home valley hogs are the best, goods made in El Paso.

"Rules of the Game."

"There are, therefore, I suppose, certain rules of the game. I will mention what seems to me are some of them. I already mentioned them by was of illustration. First of all, is the rule of publicity, not doing anything under cover; let the public know what you are doing and judge of it according as it is.

"There are a great many businesses in this country that have fallen under suspicion because they were so secretive, when there was nothing to secrete that was dishonorable. Publicity, which that was dishonorable. Publicity, which there was nothing to secrete that was dishonorable. Publicity, which there are nothing to secrete that was dishonorable. Publicity, which there was nothing to secrete the publicity of the people that you serve. There are nothing to secrete that was dishonorable. Publicity, which the following the mist and promotes its secrete that was dishonorable. Publicity, which is the rule of having the mist and grounds it is seen to make good because we are expected to make good because when the court could be a beautifully and thoroughly that no one can tall it has been used. In addition of Ban stops itching seally dandered and filling hair, and makes the provided of the people when the court rate of the provid "Then, the fourth rule, as it seems to me, is the rule of having the sairt of service. I know men in this city—there are men in the scientific bureau of this government whom i could eite—who could make yery big salaries, but who prefer the satisfaction of doing things that will serve the whole commanity, and doing them fust as well as they possibly can be done. It for one am proud of the scientific bureau of this government."

Cites Freedom of Speech.

Candy Sale ON OUR

Toasted Marshmallows

25c THE LB.

SATURDAY ONLY



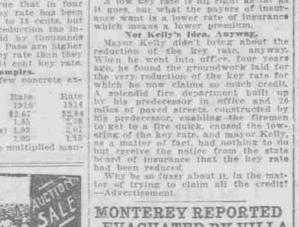
Subscribers failing to get The Herald promptly should call at the office or telephone No. 2030 before 6:30 p. m. All complaints will receive promps



75 Head of U. S. Army Horses and

Will be sold at Apetion Wed. 10th of Felt at Court House corral, corner of Campbell and Overland St.

W. A. WILLIAMS, Auctioneer.



EVACUATED BY VILLA

Villa forces were econsting Monterey Saturday morning according to a message received at the Carranza consulate here from Laredo.

The message stated that the Villa forces were bailly disorganized in Monterey and were leaving the town in large numbers.

The message said this information was telegraphed by the Carrancista forces from the vicinity of Monterey to Laredo.

Use home valley butter

NOGALES WOMAN TO ERECT

United we stand. Let's unite in buy-ing home valley products